

**City of Milpitas  
Economic Development Commission  
Monday, March 8, 2004**

**MINUTES**

**1. Flag Salute**

Chair Diane McDonough called the meeting to order at 6:00 p.m. and led the Commission in the Pledge of Allegiance.

**2. Roll**

Commissioners Present:

Dr. Karl Black  
Dhaval Brahmbhatt  
Frank DeSmidt  
Ray Maglalang  
Diane McDonough

Donald Peoples  
Michael Pham  
Vincent Songcayawon  
Tomo Tuong Nguyen (Alt. No. 2)  
Christie Gammon (Alt. No. 1)

Mayor Jose Esteves (Council Liaison)

Commissioners Absent: Joe Gigantino

The Chair designated Alternate Christie Gammon to fill a vacant seat on the Commission.

City Staff Present: Cindy Maxwell, Joe Oliva, James Lindsay and Tom Wilson.

**3. Announcements**

Commissioner Dr. Karl Black announced that he was selling tickets for the School District's crab feed fundraiser.

Commissioner Don Peoples announced the upcoming Community Band Concert.

Commissioner Ray Maglalang inquired if a city representative could speak about the commercial online web page at an upcoming luncheon for the Filipino Real Estate Association.

Commissioner Frank DeSmidt announced the upcoming Chamber of Commerce coalition summit event and Chamber forum.

Vice Chairman Brahmbhatt that the committee on nanotechnology for the Institute of Electrical and Electronics Engineers, Inc., (IEEE) needs a city official to serve on the board of directors.

Analyst Cindy Maxwell, reminded Commissioners with expiring terms to speak to the Mayor regarding reappointment desires. She noted copies of the 2004 Northern California Commercial Real Estate Overview were distributed.

#### **4. Minutes**

**Motion** to approve the minutes as submitted.

M/S: Black/Maglalang

The Commission discussed clarifying the second motion under agenda item no. 10.

Ayes: Unanimous

Absent: Gigantino

#### **5. Citizens Forum**

There were no comments from the public.

#### **6. Approval of Agenda**

**Motion** to approve the agenda as submitted.

M/S: Songcayawon/Black

Ayes: Unanimous

Absent: Gigantino

#### **7. Midtown Plan Status**

James Lindsay, Acting Planning Director, described the purpose and status of the Midtown Plan and expansion of the redevelopment area. He reported that streetscape work will first be constructed in front of the library and the selection process is underway for a consultant to create the Abel streetscape design. Future projects will be trails along Penitencia Creek and special design considerations around the BART and light rail station areas. Mr. Lindsay answered questions from the Commission and audience regarding marketing efforts and housing.

#### **8. Economic Development Plan Status**

Maxwell reviewed the status of the consultant selection process and reviewed the major elements of the scope of services.

**Motion** to recommend the City Council select Applied Development Economics (ADE) as the consultant and approve the draft scope of services.

M/S: Brahmbhatt/Songcayawon

The Commission discussed the need to make a recommendation.

Ayes: Unanimous

Absent: Gigantino

#### **9. Subcommittee Reports**

##### **A. Business Incentives & Retention**

Commissioner Don Peoples distributed the second draft of the subcommittee report. He asked for Commission comments so he can finalize the report for the next meeting. Vice Chairman Brahmbhatt spoke about the advantages of HUB and Enterprise Zones. Chair McDonough pointed out that the Commission needs to review and prioritize their work. The Commission discussed how to use the report recommendations. Commissioner DeSmidt discussed Business Incentive Districts.

## B. Legislation

Commissioner DeSmidt reviewed two ballot measures related to State finances and reviewed recent actions by the Planning Commission affecting single family housing.

## C. Profile

Commissioner Maglalang reported on the various projects being pursued by the Subcommittee. He described some previous work done by a consultant for the city on gateways. Commissioner Christie Gammon described an identification sign project proposed for Dixon and I-880 advertising several local businesses. Mayor Esteves talked about a planned gateway with a sign at the intersection of Calaveras Blvd. and Serra Way. Tom Wilson, City Manager, discussed gateway design options with the Commission.

Commissioner Black discussed the need to emphasize the importance of quality education for the community's economic growth. Mr. Wilson commented on the differences among communities in education funding.

**Motion** to recommend the Profile report to the City Council.

M: Songcayawon

The Commission discussed the report and appropriateness of taking an action now. The maker of the motion withdrew the motion.

## 10. Vacant Building Space Inventory

Because of time constraints, it was the consensus of the Commission to continue this item to the next meeting.

## 11. Committee Schedule

Vice Chairman Brahmbhatt proposed moving the start time of Commission meetings to 6:30 p.m. The Commission discussed the matter and the consensus was to keep the 6:00 p.m. meeting start time.

## 12. Fourth of July

**Motion** to continue this item to the next meeting when more information is available.

M/S: Peoples/Songcayawon

Ayes: Unanimous

Absent: Gigantino

## 13. Workers Compensation

**Motion** to continue this item to the next meeting when more information is available.

M/S: Peoples/DeSmidt

Ayes: Unanimous

Absent: Gigantino

## 11. Adjournment

The Chair adjourned the meeting at 8:00 p.m.

Respectfully submitted,

Cynthia Maxwell, Principal Analyst